

Nordic
Place
Branding
Conference



By Future Place Leadership in partnership with Oslo Region Alliance.
[REGISTER: NordicPlaceBranding.com](https://www.nordicplacebranding.com)

April 2nd
November 26th
December 3rd

PROGRAMME - Nordic Place Branding Conference

April 2nd – webinar
9.00-11.45

Five key speakers kicking off the learning journey, including Greg Clark and Simon Anholt.
Recording available at our digital library.

November 26th - DAY 1 digital conference
8.45-11.45 and 13.00-14.00

Keynote speeches, Q&A and parallel workshops.
Panel discussion on how have cities stood up to COVID19, the road to recovery and innovations - and the effect on small towns.

December 3rd - DAY 2 digital conference
9.00-12.15

Focus on tourism, marketing and branding of places.
Sustainable tourism and COVID19 recovery and innovation plenary sessions.

Moderators: Inga Hlín Pálsdóttir and Pärtel-Peeter Pere

Watch live or afterwards: all presentations and panel discussions will be available at the digital Nordic Place Branding Library for registered participants.

DAY I - Nordic Place Branding Conference 2020

November 26th - DAY I digital conference
8.45-12.15 and 13.15-14.15

Keynote speeches, Q&A and parallel workshops. Panel discussion on how have cities stood up to COVID19 - and the effect on small towns.

DAY I - Nordic Place Branding Conference 2020

November 26th | #NPBC20

8:45 Welcome!

Moderators [Inga Hlín Pálsdóttir](#) and [Pärtel-Peeter Pere](#), Future Place Leadership

8:50 Oslo City | What others could learn from the European Green Capital 2019.

[Raymond Johansen, Governing Mayor of Oslo](#)

9:00 Keynote | Rebranding cities as the main vehicle for economic growth, innovation and fighting climate change.

[Greg Clark, professor Greg Clark, a leading global expert on cities.](#)

9:20 Vi Landsbyggare | How to attract entrepreneurs to the countryside?

[Eva Jilkén, project manager Vi Landsbyggare, at Leader Höga Kusten](#)

9:40 BREAK

Stretch, breathe, have coffee, check e-mails and #NPBC20

10:00 Utrecht | City branding, placemaking for a healthy city, solving global challenges.

[Ank Hendriks, Coordinator of citymarketing at the City of Utrecht](#)

10:20 Norway | The Explorer: a new country branding initiative.

[Helene Friis, Head of The Explorer at Innovation Norway](#)

[Anne Marie Brady, Scandinavian Design Group](#)

10:40 Place branding 2.0 | How countries as well as cities, regardless of location or size, can create change for their citizens

[Simon Anholt, founder and Publisher of the Good Country Index and the Nation Brands Index](#)

11:00 COFFEE and NETWORKING.

Ask the speakers in the virtual meeting room about their cases. Meet your colleagues one-on-one in another channel.

11.30 PANEL DISCUSSION : COVID19 in cities and towns.

- In retrospect, what are the best urban practises so far in tackling the crisis? What are the recovery plans? What are the innovations?

- Looking into future, will a 15 minute city or a polycentric, decentralisation urban approach create an opportunity for non-central districts - and smaller towns?

12:15 BREAK for LUNCH

DAY I - Nordic Place Branding Conference 2020

November 26th | #NPBC20

13:15 PARALLEL WORKSHOPS

Format: An inspiring case to set the scene, followed by a facilitated workshop here participants talk.

WORKSHOP 1: Talent Boost | A unique and innovative national talent attraction management programme.

[Laura Lindeman, Chief Specialist at Ministry of Economic Affairs and Employment of Finland](#)

WORKSHOP 2: Workshop | Place Brand Management in practice.

[Martin Boisen, urban and regional geographer specialised in the marketing and branding of cities and regions. Founder of Love of Place](#)

WORKSHOP 3: Unacast & Telia | Data-based urban planning, economic development and services for people.

[Kjartan Slette, co-founder and COO, Unacast, a New York based Norwegian company working with cities and data](#)

[Kristofer Ågren, is the Head of Data Insights at Telia's Division X.](#)

WORKSHOP 4: Oslo Innovation Week | How to use platform thinking as a way of place branding?

[Siv Andersen, Head of Oslo Innovation Week](#)

WORKSHOP 5: CityStudio | Urban development by collaboration and giving students a new role in shaping their city.

[Jennifer Vallee is the project Manager at CityStudio Oslo \(University of Oslo\)](#)

WORKSHOP : 6 Future Library | Why invest in public art, what tangible benefits it gives a city and how other cities can learn from it.

[Anne Beate Hovind, Project Director at Bjørnvika Utvikling, Chair of the Future Library Trust.](#)

NETWORKING in virtual rooms

14.15 Concluding remarks from Day 1 and how to prepare for Day 2 on December 3rd.

14.20 End of Day I.

DAY 2- Nordic Place Branding Conference 2020

December 3rd - DAY 2 digital conference
9.00-12.15

Focus on tourism, marketing and branding of places.
Sustainable tourism and COVID19 recovery and innovation plenary sessions.

DAY 2 - Nordic Place Branding Conference 2020

December 3rd | #NPBC20

- 8:50 Welcome!
Moderators [Inga Hlín Pálsdóttir](#) and [Pärtel-Peeter Pere](#), Future Place Leadership
- 9:00 Gothenburg | European Capital of Smart Tourism 2020.
[Katarina Thorstensson](#), Sustainability Strategist at Göteborg & Co
- 9.20 Future Place Leadership| Crisis management and sustainability: lessons from Iceland.
[Inga Hlín Pálsdóttir](#), Director at Promote Iceland. Promote Iceland
- 9.40 Tourism Ireland | Games of Thrones and leveraging the potential of film for tourism and economic development.
[Brian Twomey](#), Head of Marketing Communications at Tourism Ireland
- 10:00 BREAK
Stretch, breathe, have coffee, check e-mails and #NPBC20
- 10:20 Oslo Region Alliance | Motivating stakeholders in a place branding framework and creating win-win situations?
[Øyvind Sætvedt](#), Managing Director
- 10:40 Eskilstuna | The world capital of recycling.
[Martin Roos](#), CEO of Destination Eskilstuna
- 11:00 COFFEE and NETWORKING.
Ask the speakers in the virtual meeting room about their cases. Meet your colleagues one-on-one in another channel.
- 11:30 PLENARY SESSION:
- COVID-19 in the tourism sector: crisis management, recovery plans and innovations
- The future of sustainable tourism
- 12.15 Conclusions from this year's conference and introducing NPBC2021
- 12.20 End of Day 2.

IN CASE YOU MISSED IT -

2nd of April – webinar.

Listen to inspiring speakers and get a short introduction into selected cases. Live QA.

WEBINAR - Nordic Place Branding Conference 2020

2nd of April – webinar via Zoom.

Recording available at our Nordic Place Branding Library

- 9.00 Welcome!
[Moderator Pärtel-Peeter Pere, Future Place Leadership](#)
- 9.10 Keynote | Rebranding cities as the main vehicle for economic growth, innovation and fighting climate change.
[Greg Clark, professor Greg Clark, a leading global expert on cities.](#)
- 9.20 QA
- 9.25 Utrecht | City branding, placemaking for a healthy city, solving global challenges.
[Ank Hendriks, Coordinator of citymarketing at the City of Utrecht](#)
- 9.35 QA
- 9.40 Vi Landsbyggare | How to attract entrepreneurs to the countryside?
[Eva Jilkén, project manager Vi Landsbyggare, at Leader Höga Kusten](#)
- 9.50 QA
- 10.00 Place branding 2.0 | How countries as well as cities, regardless of location or size, can create change for their citizens
[Simon Anholt, founder and Publisher of the Good Country Index and the Nation Brands Index](#)
- 10.10 QA
- 10.15 Tourism Ireland | Games of Thrones and leveraging the potential of film for tourism and economic development.
[Brian Twomey, Head of Marketing Communications at Tourism Ireland](#)
- 10.25 QA
- 10.30 Panel discussion: the effect of Covid-19 on place branding and economic development
- 11.15 End.

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